

L 550 - MARC Coding for Audience in Bibliographic and Work Authority Records

BACKGROUND: Demographic group terms may be assigned to describe intended audiences of resources and may appear both in bibliographic records and in authority records for works. This instruction sheet provides guidelines on the MARC 21 coding of LC demographic group terms when they are used to describe the intended audiences of resources. For full information on coding in bibliographic records, see the MARC documentation at <http://www.loc.gov/marc/bibliographic/>. For full information on coding in work authority records, see <http://www.loc.gov/marc/authority/>. For guidelines on the assignment of terms describing the audiences of resources, see L 480 - Assignment of Terms: Audience Characteristics.

1. General rule. The MARC 21 coding of LC demographic group terms describing the audiences of resources is identical in bibliographic records and in authority records for works.

Use the 385 field of MARC 21 bibliographic records and authority records for works to describe the intended audience of a resource. The indicators are **blank**. The **\$a** subfield contains an authorized term and does not end with a mark of punctuation unless the term ends in a closing parenthesis. A **\$2** subfield containing **lcdgt** is included at the end of each field.

Optionally, the field may include an **\$n** subfield containing the three-letter code assigned to the demographic group category. Optionally, it may also include a **\$0** (zero) subfield for the control number of the record of the authorized term used in the **\$a** subfield.

2. Repeatability of data elements. The 385 field is repeatable, as are the **\$a** and **\$0** subfields within a single 385 field. The **\$n** subfield is not repeatable.

3. Examples. The following examples depict some of the many options for coding the 385 field. Best practice is to repeat the field when more than one term is being recorded.

Additional examples can be found in Appendix F - Extended Examples.

a. Bibliographic records.

```
245 03 $a An introduction to Spanish for health care workers :  
communication and culture
```

```
385 ## $a Medical personnel $0 (DLC)dg2015060198 $a English speakers $0  
(DLC)dg2015060276 $2 lcdgt
```

```
245 00 $a Sing & shout songs for children's ministry
```

385 ## \$n age \$a Children \$2 lcdgt

385 ## \$n rel \$a Christians \$2 lcdgt

245 00 \$a Canadian Bates' guide to health assessment for nurses

385 ## \$a Nurses \$2 lcdgt

245 00 \$a Teaching the scientific literature review : \$b collaborative lessons for guided inquiry

385 ## \$a Librarians \$2 lcdgt

385 ## \$a Teachers \$2 lcdgt

500 ## \$a "A practical guide for teachers and librarians to teach students the steps of developing a scientific literature review..." - Foreword.

245 00 \$a Seventeen

246 13 \$a Seventeen magazine

385 ## \$a Teenagers \$2 lcdgt

385 ## \$a Girls \$2 lcdgt

b. Work Authority records.

100 1# \$a Greenberg, Ed, \$d 1953- \$t Photographer's survival manual

385 ## \$n occ \$a Photographers \$2 lcdgt

130 #0 \$a Irwin young adult fiction

385 ## \$a Teenagers \$2 lcdgt